

PULSE

APRIL 2008



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SONY®

Walkman Phones
Cyber-shot Phones
Bluetooth Watches

Sony Ericsson

IN THIS EDITION...



MOBILE PHONES



SMARTPHONE



BLUETOOTH WATCHES



Sony Ericsson



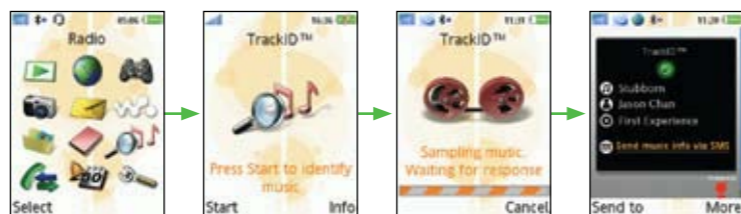
WALKMAN

Cyber-shot

KEY TECHNOLOGY

TrackID™ Music recognition

TrackID™ is a feature that helps you get information about a song you hear on the built-in FM radio or an external source such as a car or home sound system. Record a few seconds of the song and the name of the artist, album and song will be sent straight to your Sony Ericsson phone.



WALKMAN Player 3.0

Sony Ericsson in-phone Walkman® player sorts and presents your music the way you want it.

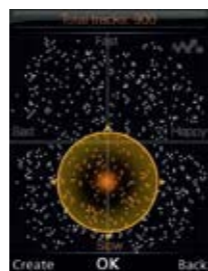


Choose between album, artist or a playlist of your favourite songs. Plus when a call comes in it automatically mutes and continues when your call is complete. Easy.

Supports the following Audio formats : AAC,

SensMe™ Play list your mood

Choose your music to suit your mood with SensMe™, a completely new way to browse music on your Walkman® phone. Search your collection and create playlists based on tempo and style rather than on artist or album.



The unique visual shows each of your tracks as dots in a matrix, placed along a horizontal and vertical axis according to their attributes. This way you can circle a group of tracks that match your mood to create a playlist, or simply select individual tunes as you wish. An alternative to the phone's more conventional music catalogue, SensMe™ is the perfect way to create a soundtrack to your life.

BESTPIC Pick the best shot

How many great moments have you missed because you didn't take the picture in time or your subject moved? BestPic™ buffers images while your camera is focussing and gives you nine shots in the space of one second and with one press on the camera key.



Scroll through, pick the best, delete the rest.

G700i Note It

Make notes directly to your screen as you would on paper.

Easy to access and helps you keep on top of things. You can use your nail or the stylus, with a touchscreen it's easy! Save it or send it – either way you will be ready for any of life's challenges.



W610i WALKMAN® PHONE



FEATURES

- Walkman® player
- TrackID™ Music Recognition
- 2.0 Megapixel camera with Video
- 512MB M2™ memory card* (included)
- Picture Blogging
- Bluetooth™ Audio streaming (A2DP)
- Mega Bass™
- FM radio with RDS
- Flight mode

SPECIFICATIONS

- Standby time : Up to 350hrs
- Music listening time : Up to 20hrs
- Memory : Memory Stick Micro™ support (M2™)
- Messaging : SMS, MMS and email
- Supports music tones : MP3 / WAV / MIDI / AAC / AAC+ / eAAC+
- Dimensions (WxHxDmm) : 102 x 46 x 14
- Weight : 93g
- Colour : Plush Orange, Satin Black
- Screen : 262,144 colour TFT
- Resolution : 176 x 220 pixels
- Talk time : Up to 7hrs

SUPPLIED ACCESSORIES

- Battery
- Charger
- USB cable
- Stereo Portable Handsfree
- 512MB Memory Stick Micro™ (M2™)
- Disc2Phone music transfer software
- PC synchronization software
- User guide



W760i ACTIVE WALKMAN® PHONE



FEATURES

- Walkman® with Fitness Application
- 3.2 Megapixel camera with Video
- 3D Motion Gaming
- Music Playlist Selector
- Shake Control
- Supports Album Arts
- TrackID™ Music Recognition
- 3G HSDPA Internet Speeds
- Bluetooth Audio Streaming (A2DP)
- 1GB M2™ memory card* (included)
- Picture blogging
- Mega Bass™
- Flight mode
- 40MB Phone Memory
- PlayNow™
- Built-in GPS Navigation

SPECIFICATIONS

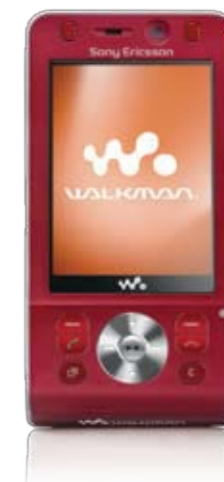
- Music codecs : MP3 / WMA / AAC / eAAC+ / Music tones (MP3 / AAC)
- Dimensions (WxHxDmm) : 103 x 48 x 15
- Weight : 71g
- Colour : Fancy Red, Intense Black, Rocky Silver
- Screen : 262,144 colour TFT
- Resolution : 320 x 240 pixels
- Phone memory : Up to 16MB
- Memory card support : Memory StickMicro™ (M2™)
- Talk time GSM/UMTS : Up to 9hrs / 4hrs
- Standby time GSM/UMTS : Up to 400hrs / 350hrs
- Music listening time : Up to 18hrs
- Networks :
 - Dual mode UMTS 850/2100
 - GSM 800/900

SUPPLIED ACCESSORIES

- Battery
- Charger
- USB cable
- Stereo Portable Handsfree
- Media Manager
- PC synchronization software
- User guide
- 1GB Memory Stick Micro



W910i ENTERTAINMENT WALKMAN® PHONE



FEATURES

- Walkman® with Shake Control
- 3.2 Megapixel camera with Video
- 3D Motion Gaming
- Music Playlist Selector
- TrackID™ Music Recognition
- FM radio with RDS
- 2 Megapixel Camera with Video
- Bluetooth™ Audio Streaming (A2DP)
- 1GB M2™ memory card* (included)
- 2.0 Megapixel camera with Video
- Picture Blogging
- 3G HSDPA Internet Speeds
- Microsoft® Exchange ActiveSync™ – Push Email, Calendar and Contacts
- Mega Bass™
- Flight mode

SPECIFICATIONS

- Music codecs : MP3 / WMA / AAC / eAAC+/Music tones (MP3 / AAC)
- Dimensions (WxHxDmm) : 99 x 50 x 12.5
- Weight : 86g
- Colour : Noble Black, Hearty Red
- Screen : 262,144 colour TFT
- Resolution : 320 x 240 pixels
- Screen size : 2.4 inches
- Phone memory : Up to 40MB
- Memory card support : Memory StickMicro™ (M2™)
- Talk time GSM/UMTS : Up to 9 / 3hrs 30 min
- Standby time GSM/UMTS : Up to 400hrs / 350hrs
- Music listening time : Up to 20hrs
- Networks :
 - UMTS / HSDPA 2100
 - GSM / GPRS 900 / 1800 / 1900

SUPPLIED ACCESSORIES

- Battery
- Charger
- USB cable
- Stereo Portable Handsfree
- 1 GB Memory Stick Micro™ (M2™) memory card
- Memory Stick Micro™ (M2™) USB adapter
- Media Manager PC program
- PC synchronization program
- User guide



ACCESSORIES

SPEAKER BAG MAS-100

FEATURES

- Let music fill every part of your life. Bring your phone wherever you go. To the beach, the shops or on your next trip it protects your phone and amplifies your tracks.

PORTABLE SPEAKERS MPS-70

FEATURES

- Plug the MPS-70 into your music mobile phone to enjoy superior sound quality in stereo.
- With FM Radio antenna
- Up to 5 hours music listening time



PORTABLE BLUETOOTH™ SPEAKER MBS-100

MBS100

FEATURES

- With the MBS-100 the party is always at hand. It connects wirelessly to your music mobile to stream your favourite hits.
- Standby up to 20 hours
- Music stream time up to to 5 hours



Z750i BROWSE IN STYLE



FEATURES

- 2.0 Megapixel with video
- Bluetooth™ Audio Streaming (A2DP)
- TrackID™ Music Recognition
- Photo Blogging
- Video Streaming
- Media Player(MP3/AAC*)
- FM Radio with RDS
- Hidden OLED Display
- USB Support
- 3G HSDPA Internet Speeds
- Flight Mode

SPECIFICATIONS

- Dimensions (WxHxDmm) : 97 x 49 x 20
- Weight : 99g
- Colour : Platinum Silver
- Screen : 262,144 colour TFT
- Resolution : 176 x 220 pixels
- External Screen : 36 x 128 OLED Display
- Phone memory : Up to 64MB*
- Memory card support : Memory Stick Pro Duo
- Talk time GSM/GPRS : Up to 9hrs
- Standby time GSM/UMTS : Up to 400hrs
- Networks :
 - GSM / GPRS 900 / 1800 / 1900
 - HSDPA 850 / 1900 / 2100
 - UMTS 850 / 1900 / 2100

SUPPLIED ACCESSORIES

- Battery
- Charger
- USB Cable
- Stereo Portable Handsfree
- User guide
- Media Manager
- PC Synchronisation software



K850i CYBER-SHOT PHONE



FEATURES

- 5.0 Megapixel Cyber-shot™ camera phone with active lens cover
- Built-in Xenon™ Flash
- Photo and Video Blogging
- Autofocus
- Photo fix – Light and Contract Photo Application
- Bestpic™
- Image and Video Stabiliser
- Bluetooth™ Audio Streaming (A2DP)
- Video record and play
- Video Streaming
- 3G HSDPA Internet Speeds
- Microsoft® Exchange ActiveSync® – Push Email, Calendar and Contacts
- Media Player (MP3 / AAC*, AAC+ and eAAC+)
- FM Radio with RDS
- TrackID™ Music Recognition
- Flight Mode

SPECIFICATIONS

- Dimensions (WxHxDmm) : 102 x 48 x 17
- Weight : 118g
- Colour : Luminous Green, Velvet Blue, Quicksilver Black
- Screen : 262,144 colour TFT
- Resolution : 240 x 320 pixels
- Screen size : 2.0 inches
- Phone memory : Up to 40MB*
- Memory card support : Memory Stick Micro™ (M2™)
- Talk time GSM/UMTS : Up to 9hrs / 3hrs 30 min
- Standby time GSM/UMTS : Up to 400hrs/350hrs
- Networks :
 - UMTS 850 / 2100
 - GSM / GPRS 900 / 1800 / 1900

SUPPLIED ACCESSORIES

- Battery
- Charger
- USB cable
- Stereo Portable Handsfree
- 128MB Memory Stick Micro™ (M2™) memory card
- Media Manager PC program
- PC synchronization software
- User guide



ACCESSORIES



BLUETOOTH™ HEADSET

HBH-PV712

FEATURES

- Handle calls in the car, in the office, at home or when out and about thanks to the long talk time and Digital Noise Cancellation
- Talk Time - Up to 15 Hours
- Standby Time - Up to 500 hours
- Auto pairing
- Last number re-dial



BLUETOOTH™ CAR HANDSFREE

HCB-150

FEATURES

- See and hear who is calling with an OLED display that shows the caller's name while a voice announces it. Meaning you can continue to focus on the road while handling calls
- Range up to 10 metres
- Available colours : Black
- Talk Time - Up to 5 Hours
- Standby Time - Up to 500 Hours



G700i ORGANISE YOUR LIFE



FEATURES

- Intuitive Easy Touchscreen
- Note It Organiser
- 3.2 Megapixel camera with Autofocus
- Easy Webmail
- Push Email
- 3G Internet Speeds
- Bluetooth™ Audio Streaming (A2DP)
- TrackID™ Music Recognition
- 160MB On-Board Memory
- FM radio with RDS
- Video
- Symbian Operating System
- Document Viewers and Editors
- Mega Bass™
- Flight mode
- Handwriting Recognition

SPECIFICATIONS

- Music codecs : MP3 / WMA / AAC / eAAC+ / Music tones (MP3 / AAC)
- Dimensions (WxHxDmm) : 106 x 49 x 13
- Weight : 99g
- Colour : Silk Bronze
- Screen : 262,144 colour TFT Touchscreen
- Resolution : 320 x 240 pixels
- Talk time GSM/UMTS : Up to 12hrs / 4hrs
- Standby time GSM/UMTS : Up to 380hrs / 380hrs
- Music listening time : Up to 25hrs
- Networks : UMTS 2100, GSM / GPRS 900 / 1800 / 1900

SUPPLIED ACCESSORIES

- Battery
- Charger
- USB cable
- Protective Pouch
- Spare stylus
- Media Manager PC program
- PC synchronization software
- User guide

P1i 5TH GENERATION SMARTPHONE



FEATURES

- Touchscreen with Handwriting Recognition
- 3.2 Megapixel camera phone with Video
- Business Card Scanner
- Push Email via BlackBerry connection+ Microsoft ActiveSync®
- Media Player (MP3 / AAC*, AAC+ and eAAC+)
- 1GB Memory Stick Micro™ (M2™) included
- Quickoffice Microsoft Word/Excel/Powerpoint, Adobe Support
- Symbian Operating System (Open OS)
- Jog Dial
- Wireless LAN
- Bluetooth™ Audio Streaming (A2DP)
- VoIP Support
- 3G Technology
- FM Radio with RDS
- TrackID™ Music Recognition
- Flight Mode

SPECIFICATIONS

- Symbian™ OS v9.1
- Dimensions (WxHxDmm) : 106 x 55 x 17
- Weight : 124g
- Colour : Silver Black
- Screen : 262,144 colour Touchscreen
- Resolution : 240 x 320 pixels
- Screen size : 2.6 inches
- Phone memory : Up to 160MB*
- Memory card support : Memory Stick Micro™ (M2™)
- Talk time GSM/UMTS : Up to 10hrs/3hrs 30 min
- Standby time GSM/UMTS : Up to 440hrs / 350hrs
- Networks : UMTS 2100, GSM / GPRS 900 / 1800 / 1900

SUPPLIED ACCESSORIES

- Stereo Headset
- Desk Stand
- 1GB Memory Stick Micro™ (M2™) card
- PC Software
- USB Cable
- Extra Stylus (for touchscreen use)
- Protective Pouch
- Charger



MBW-150 BLUETOOTH™ WATCHES**



BLUETOOTH™ WATCH MUSIC EDITION

Control your music phone with your watch



BLUETOOTH™ WATCH EXECUTIVE EDITION

Keep ahead of the pace and control your phone in a way that keeps you focused



BLUETOOTH™ WATCH CLASSIC EDITION

Relax in casual style while keeping in touch with the world

FEATURES

- Analogue Bluetooth™ Watch
- Technically innovative with classic watch design
- Stainless steel
- Mineral crystal scratch resistant face with antiglare coating
- OLED display
- Time indicator
- Discreet call handling
- Caller ID
- Reject/mute call
- Adjust volume
- Music player control on Walkman Watch
- Vibrates upon receiving an SMS/MMS
- Out of range vibration alert at 10 meters from phone
- Auto pairing™
- Water resistant up to 30 meters

SPECIFICATIONS

- Standby time
- Bluetooth™ functionality up to 7 days
- Analogue time keeping up to 7 additional days

SUPPLIED ACCESSORIES

- Charging Clip
- Standard Charger
- User Guide



DISCLAIMER

Some features may not be available depending on your operator. Memory capacity may vary depending on network provider and content stored/downloaded on the phone. Some phone functions are subject to specific memory allocation. Battery performance may vary depending on network and phone usage. TrackID and Media Manager are powered by Gracenote Mobile MusicID. Gracenote and Gracenote Mobile MusicID are trademarks of Gracenote, Inc. Talk and standby times are affected by network preferences, type of SIM card, connected accessories and various activities e.g. games. Kit contents may differ from detailed here. Product and company names mentioned herein may be the trademarks of their respective owners.

† Number of songs based on Memory Stick Micro™ and the assumption that songs are in eAAC+ encoding. Song storage dependent on song length and encoding bitrate.